

EIGHTH ANNUAL NIELLO CONCOURS AT SERRANO A TIME FOR THE CLASSICS!

CELEBRATING THE MARQUE OF CORD MOTOR CARS & THE 50TH ANNIVERSARY OF THE JAGUAR E-TYPE

Introducing a fabulous new concept:

The Concours of Timepieces

In the tradition of a true Concours d'Elegance, the Niello Concours at Serrano will bring luxury motorcar enthusiasts together to enjoy delightful pre-Concours events – including The Tour and the Finale del Concours Raduno – as well as the main event: a grand automobile show on the green at the Serrano Visitors Center. The Concours event will be held Sunday, October 2, 2011. A portion of the proceeds will benefit the Concours Foundation which is a non-profit organization that will provide grants and funding to local area charities based on community needs.

The weekend will start with the Finale del Concours Raduno on Friday evening. A limited number of tickets will be available for this fabulous event which will include a sumptuous strolling dinner and reception with a choice selection of motorcars on display.

On Saturday The Tour, a drive from the golden foothills of El Dorado Hills to the Sierra foothills as well as the Shenandoah Valley, will be open to Concours entrants and their magnificent cars.

On Sunday the weekend's activities will crescendo with the Niello Concours at Serrano. With all of these exciting activities, this weekend in October is fast becoming the place to be every year for a high end demographic of potential customers for your business.

The opportunity is before you; more than 5,000 people are expected to attend the Niello Concours at Serrano, each of them given an event program. Imagine all of them recognizing your company as a partner to this grand event. Placing a full-color advertisement in our beautiful souvenir program provides an excellent opportunity to showcase your company to a highly affluent consumer audience. The Niello Concours at Serrano has proven that it is an event for the person who appreciates the finer things in life. Attracting the perfect high-end demographics, an attendee, a potential customer, who might need your product or service, will be there. This lifestyle event is waiting for you and your company to become a part of.

Advertisement Rates Premium Positions:

Back Cover:	\$4,000
Inside Back Cover:	\$2,900
Inside Front Cover:	\$3,000
Page Three:	\$2,800
Inside Two-Page Spread:	\$5,200 (page 4 and 5)
Page Six:	\$2,700
Page Seven:	\$2,700
Inside Two-Page Spread:	\$4,700 (page 8 and 9)

ROP Positions:

Two-Page Spread:	\$4,100
Full Page:	\$2,300
Half Page:	\$1,400
Quarter Page:	\$1,000
Third Page:	\$1,200

To discuss advertising information or to place an advertisement, please contact:

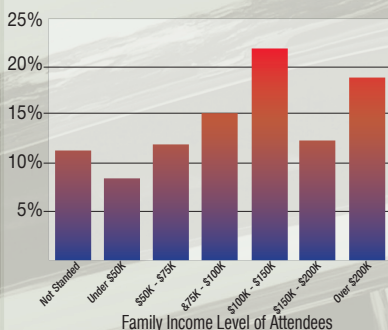
Michele Moore
916.635.2445

MMoore@NielloConcoursAtSerrano.com

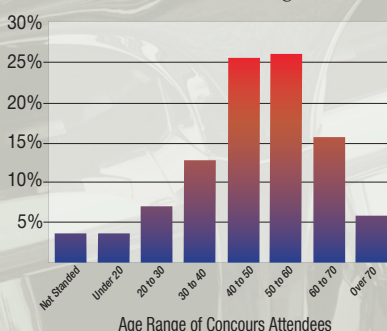
The Niello Concours at Serrano is
a production of Premier Concours
Promotions, Inc.

Attendee Statistics

Concours Attendees Income Profile



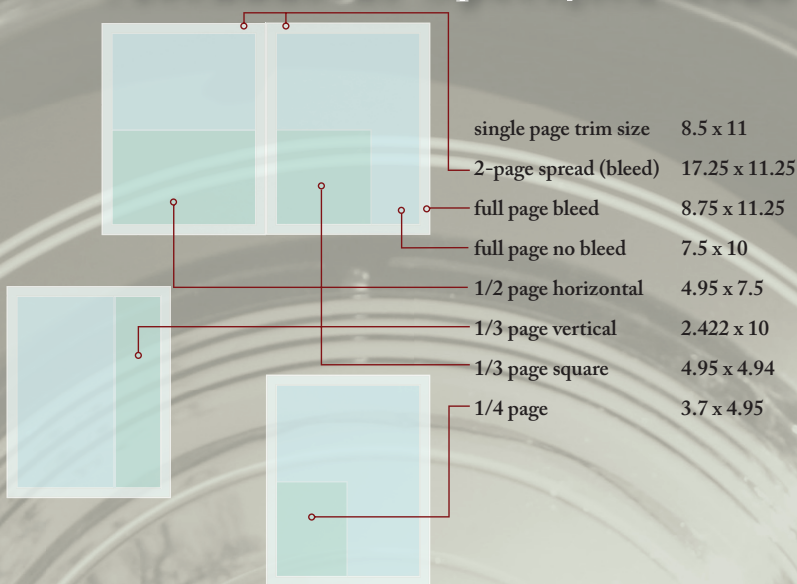
Concours Attendees Age Profile



These charts are meant to be a representation of concours events in general and are shown for reference of a typical concours event. The demographic information may not be representative of all concours events.

Specifications and Contract

Mechanical Specifications



We can accept your ad as a PDF file; please make sure that:

- All photos are CMYK, not RGB
- All photos and logos are at least 300 dpi
- All colors and scans must be CMYK
- No stylized fonts

We are still happy to accept:

InDesign, Illustrator, TIFF and EPS files if you prefer.

Production charges for building ads, file conversions or other prepress services will be billed at \$60 per hour.

Advertising Contract

Company / Client Name

Contact Name

Contact Agency (if applicable)

Address

City

State

Zip

Phone

Cell

Fax

E-mail (important)

Date of Order	Ad Size and Format	Placement Requested	Price per Insertion

Comments

Digital advertisements must be received by August 31, 2011.

Payment is due 50 percent with order, balance due by September 3, 2011.

Accepted by: Name(print)

Title

Date

Client Signature

Account Executive

Publisher Acceptance